

Features

Music video breathes new life into '80s radio stars

By Trish Parker
Staff Writer

The 1980s was once frowned upon musically as an embarrassing decade in rock 'n' roll history that most people wanted to forget. Now, the music that was defined by the New Wave and hair metal movements is experiencing a strong resurgence in popularity, mostly due to its music videos.

In a time when video was still relatively new, artists of the '80s were allowed to experiment with different creative concepts in order to give their fans an image of themselves they could never achieve through music alone.

The introduction of MTV in 1981 allowed greater exposure for artists, making image more important than ever. Everyone who wanted to get noticed released a video. If MTV did not play it, it did not exist.

Glamour rock bands owned more Spandex and fake jewelry than an entire trailer park. They looked like Tammy Faye clones. The strangest aspect of the glamour bands was that they used their feminine images to attract girls, and it worked. The majority of these bands' songs amounted to an open invitation to women to have sex with them.

Bands like Poison and Bon Jovi had nothing on their minds but sex. They threw in an occasional track about social problems, but their solutions seemed to be party more, get laid, and everything will get better.

Judas Priest, a heavy metal band, stuck their toes in the mainstream with "Turbo." Their fans cried foul, and said they 'sold out.' The band responded with "Pain Killer" (imagine cats having an orgy in the pale moonlight). Judas Priest redeemed their image as a serious metal band. AC/DC, another metal act, released "Back in Black" after replacing their lead singer, Bon Scott, who died after getting drunk, passing out, and choking to death on his own vomit.

Motley Crue became popular by maintaining a reputation as the crudest, rudest, and usually nudest, rock 'n' roll band around. They had it all—women, fame, and money. In the '80s, rock 'n' roll was one big party.

Duran Duran became a huge success in the decade, using a techno-rock sound. "Wild Boys," one of their post-apocalyptic videos, combined the nuclear survivors theme with a torture chamber and a water monster.

One of the more popular video

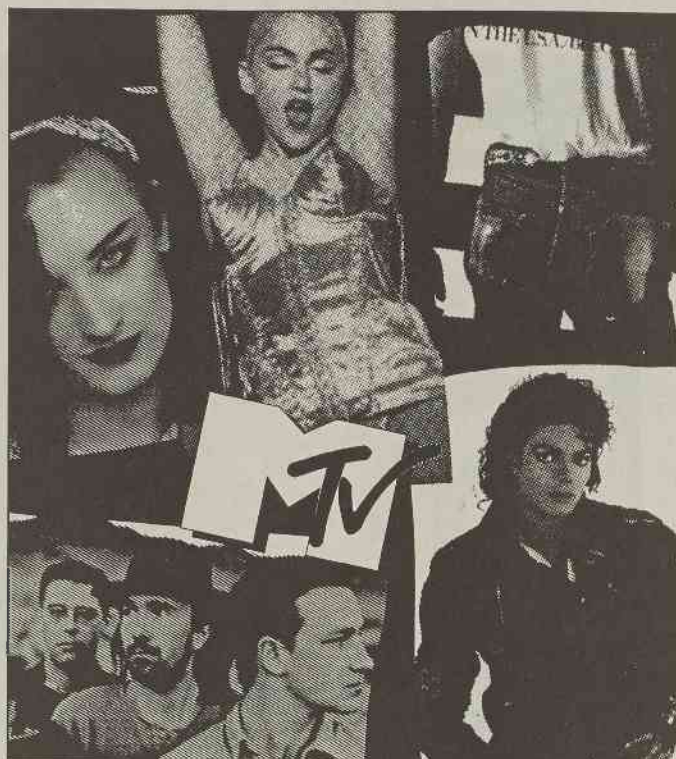


PHOTO COURTESY OF BARRY DRAKE

Music video in the 1980s gave artists new opportunities to create an image of themselves that was not possible to convey through music alone.

formats was the live performance. Take one rock group, two yards of Spandex, spray paint colored leather, a case of hair spray, two gallons of grease paint, six tubes of mascara, mix with 5,000 screaming girls and blinding explosions, and the recipe for an 80s live performance video is complete. Poison's "Nothin' but a Good Time" gives a good example

of how the live performance video should be.

If there was a common theme for the decade, it could have been 'the bomb will blow everything to hell but rock 'n' roll.' Videos thrived on burning cars and trash barrels, and clothing looked like it was salvaged from a bombed-out mall. Lita Ford, one of the first women to try hard

rock, used this format in her video "Kiss Me Deadly."

During the '80s, more women than previous decades entered the music business. Lita Ford played hard rock, but the majority of her contemporaries went for a bouncier sound. Cyndi Lauper hit pay dirt with "Girls Just Wanna Have Fun," and Katrina and the Waves were "Walking on Sunshine." The Bangles had several hits, including "Manic Monday," written by Prince (who was still Prince then).

Def Leppard, one of the most popular British groups of the '80s, reached super star status after a tragedy that would have ended most careers. Their drummer lost one of his arms in a car accident. The band put their new album on hold until the drummer could recover from the amputation and learn how to play drums without the arm. The resulting album, "Hysteria," became one of their biggest successes.

The '80s saw the religious right gain power, and one of their favorite targets for criticism was popular music. The Rev. Jimmy Swaggart attacked Ozzy Osbourne, calling him a devil worshiper. Ozzy got revenge after Swaggart confessed to hanging out with hookers. "Miracle Man," from Osbourne's "No Rest for the Wicked" album, directly taunted Swaggart for his extramarital activities.

Ronald Reagan ruled the White House for most of the decade. Several musicians openly criticized Reagan and British Prime Minister Margaret Thatcher through their music and videos. Genesis released "Land of Confusion," calling attention to the destructive policies of the two governments. The video used

puppets created by a British company named "Spitting Image" to portray the leaders of the world as self-centered tyrants. The video ended with Reagan hitting the wrong button and nuking the world.

Another British band, the Blow Monkeys released an anti-Thatcher song titled "Celebrate the Day After You," which British radio was not allowed to play until the elections were over. The Blow Monkeys, along with the Style Council, formed an anti-Thatcher organization called Red Wedge to protest Thatcher's policies through music. The Blow Monkeys also had one of the first songs that addressed the AIDS issue, called "Digging Your Scene."

Punk rockers also had their hits. Billy Idol wrote his smash "White Wedding" for his sister, to object to her engagement. Adam Ant became popular with "Goody Two Shoes."

The '80s had its share of one-hit wonders. Dexy's Midnight Runners made the charts with "Come on Eileen." "Tainted Love" by Soft Cell had a chart record for the era, staying in Billboard's Top 100 for 79 weeks.

Rap and hip-hop hit mainstream in the '80s. Run DMC surprised fans when they appeared with Aerosmith in the video "Walk This Way."

To find out more about '80s music and the video age, see multimedia lecturer Barry Drake's performance, "The 80s: Rock Music in a Video Age," on Oct. 6 at 8:30 p.m. in the Highsmith Center Lounge. Admission is free for students.

Review

The music of the '80s reeked of greasy cosmetics, hair spray, peroxide, and nail polish, and the men were usually the ones using all that junk. Culture Club with Boy George became popular with an upbeat style and outrageous costumes. The music had a fun beat, and felt carefree.

FYI

For Your Information

october 2
thru
october 9

UNCA

FYI is a service of the Student Activities and Student Affairs offices.

FYI is published each Thursday. Deadline to submit information is Friday at noon, for the following week's publication. Next deadline: Oct. 3 for the Oct. 9 issue. October 9th issue covers events thru October 23. Send a copy with basic information to The Banner, c/o Ad manager, CH208A or SMCDonald, HC 27

academic notices

- Term I ends • 10/10
- UNCA Journal submission (Intent to submit forms)/Research Scholar nominations for Dec. grads • deadline, 10/10

athletics

- Women's Soccer vs. Middle Tenn. State, 2pm, GF • 10/4
- Volleyball vs. Liberty, 2pm, JC • 10/4
- Men's Soccer vs. Coastal Carolina, 4pm, GF • 10/4
- Volleyball vs. Coastal Carolina, 2pm, JC • 10/5

career opportunities/jobs

- Internet access to UNCA job listings now available through Jobtrack. From on-campus, <http://www.jobtrack.com>. From off-campus access, call Career Center, 251-6515
- Call for Performers to participate in UNCA "After Hours" series-poets, singers, bands, soloists (x6675)

concerts/live entertainment

- The Cmplt Wrks of Wm Shkspr (Abridged), a spoof on Shakespeare, 8pm & 2pm, CBT (232-2291) • 10/1-10/5
- North Carolina Dance Theatre, tickets on sale now, HC 27 (x6584) • 10/7-10/8
- Hillcrest Highsteppers, 10:30am, DH Plaza (x6244) • 10/4
- Live Jazz Music, 11am-1pm, DH Plaza/DH • 10/4
- "The 80's: Rock Music in a Video Age" by Barry Drake, 8:30pm, HC Lounge (spon. by UP) (x6244) FREE to Students • 10/6

etc.

- Family Weekend-complete schedule of events available at HC Information Desk (x6584) • 10/3-10/5
- Hawaiian Luau Dinner, 5-6:30pm, DH • 10/3
- Founders Day, UNCA's 70th Anniversary-pick up a brochure of events • 10/6
- Chancellor's Portrait Gallery inaugurated with new portrait of William E. Highsmith, 11am, RL • 10/6
- Picnic-style lunch for UNCA community, 11:45-1:45pm, Quad. (Founders Day Celebration) • 10/6
- "Highrise" renamed "Founders Hall" Dedication, 1:45pm • 10/6
- Charlotte Hornets Pre-Season Home Games (10/16, 10/22), Regular Home Game (10/31) Limited # of tickets available, HC 27 (x6584) • on sale 10/9
- Flu vaccine available, \$7, Student Health Services, WHC (x6520) (call for appointment) • 10/6-11/14
- Study Break, 9pm, HC Lounge, FREE, all welcome (spon. by Residence Life) • 10/7
- Financial Aid Information Table, 11am-1:30pm, DH (x6535) • 10/7

exhibits

- Julie Peters Exhibition, Univ. Gallery, OH • 10/10-10/28
- Valentina DuBasky, prints, paintings, sculpture, University Gallery, OH • thru 10/7

films

- "The Harsher Face of Islamic Extremism", 4:30-6pm, PDR/DH (discussion to follow) (spon. by Africana Studies "Harambi") (x6626) • 10/2
- "Jumanji", 8-10pm, HC Lounge (x6700) • 10/3

leadership opportunities

- "Student Leadership at UNCA: "A Laboratory of Service" a discussion with Kevan Frazier and UNCA student leaders, 3pm, LF • 10/6
- Leadership Resource Center-helpful information, outside HC 37

lectures/workshops/seminars

- Encountering Drama-Meet the director of Theatre UNCA play, 7pm, LF (x6569) • 10/2
- "Saving/Savoring The Past"-an oral history session with some of UNCA's earliest pioneers, 9:30am, OCC • 10/6
- "Environmental Issues in the Middle East Peace Process" by Lee Pasarew (EPA), 7:30pm, OCC, FREE to students (x6140) • 10/6
- Ovid Psyc INFO, research in Psychology, RL (x5094) • 11am-noon, 10/7; 3:15-4:15pm, 10/8
- "People & Environment: Searching for Truth in a Maze of Contradictions", by Cal Beisner (Veritas Forum), 8pm, LH Aud. (x6195) • 10/6
- "Prioritizing Environmental Concerns", Noon Lunch by Cal Beisner (Veritas Forum) • 10/7
- "Truth & Philosophy: God, Scientific Naturalism and the Search for Meaning" by J.P. Moreland, 8pm, LH (Veritas) • 10/7
- "Modern Search for Historical Jesus" by J.P. Moreland, Noon Lunch, OCC (Veritas) • 10/8
- "Truth and Psychology: Two Views of Man" by Richard Ganz, 8pm, LH Aud. (Veritas) • 10/8
- "Alternatives to Modern Pyc" by Richard Ganz, Noon Lunch, OCC (Veritas) • 10/9
- "Truth and Abortion: From Pro-choice to Pro-Life" by Frederica Mathewes Green, 8pm, LH Aud. (Veritas) • 10/9
- "East to West: Journey from New Age to Historic Christianity" by Federica Mathewes Green, Noon Lunch, OCC (Veritas) • 10/10
- "Coping with the Commute", 11am, LF (x6569) • 10/9
- "Computing on Campus" 11am, KH036 (x6569) • 10/9

organizations - special programs

- Greek Week • thru 10/4
- Desserts and drinks provided by The Greeks, 9-10pm, HC Lounge • 10/2
- Bonfire by The Greeks, 10:15-11:30pm, Division St. • 10/2
- Sleep Out on the Quad-Awareness for the homeless, donations of food, clothing, toiletries, 7pm-7am (spon. by The Greeks) • 10/3
- Party-music, volleyball, frisbee, 12-5pm, behind Mills Hall (spon. by The Greeks) • 10/4

outdoor activities/recreation

- Campus Commission Hearings, 8-10:45am, • HC37, 10/6; HC018, 10/8
- Rafting on the French Broad, 1:30-5pm, \$5 • 10/5
- Hiking/camping at fall break, equipment/food provided, reserve space in Outdoor Education, HC (x6001) • 10/11-10/13
- Mountain Bike Rides, meet 5pm at DH or 5:30pm at Bent Creek (bikes available) (x6001) • every Wednesday
- Mountain Bike Rides, (call Outdoor Ed. for details x6001) • every Monday and Thursday

volunteer opportunities

- See Bulletin Board in HC Lobby or visit HC 48 (x6588)